



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Chilton, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	71.2%	Population	42,487	43,747
Salt of the Earth	8.0%	Households	16,766	17,385
Rooted Rural	6.5%	Families	12,309	12,645
Simple Living	5.6%	Median Age	37.8	39.6
Home Town	2.6%	Median Household Income	\$39,034	\$42,832

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	50	\$1,343.78	\$22,529,782
Men's	49	\$244.49	\$4,099,055
Women's	47	\$445.60	\$7,470,846
Children's	60	\$249.50	\$4,183,162
Footwear	42	\$204.13	\$3,422,394
Watches & Jewelry	58	\$128.52	\$2,154,732
Apparel Products and Services <sup>1</sup>	57	\$71.55	\$1,199,593
<b>Computer</b>			
Computers and Hardware for Home Use	56	\$117.91	\$1,976,883
Software and Accessories for Home Use	52	\$14.91	\$250,014
<b>Entertainment &amp; Recreation</b>	67	\$2,486.43	\$41,687,569
<b>Fees and Admissions</b>	49	\$304.27	\$5,101,402
Membership Fees for Clubs <sup>2</sup>	52	\$86.05	\$1,442,634
Fees for Participant Sports, excl. Trips	47	\$54.13	\$907,583
Admission to Movie/Theatre/Opera/Ballet	47	\$70.53	\$1,182,437
Admission to Sporting Events, excl. Trips	51	\$31.31	\$524,945
Fees for Recreational Lessons	49	\$61.86	\$1,037,190
Dating Services	66	\$0.39	\$6,613
<b>TV/Video/Sound Equipment</b>	62	\$888.29	\$14,893,126
Community Antenna or Cable TV	68	\$500.78	\$8,396,043
Televisions	53	\$156.60	\$2,625,472
VCRs, Video Cameras, and DVD Players	64	\$21.42	\$359,092
Video Cassettes and DVDs	62	\$40.45	\$678,210
Video Game Hardware and Software	61	\$21.93	\$367,648
Satellite Dishes	88	\$0.98	\$16,362
Rental of Video Cassettes and DVDs	60	\$30.74	\$515,403
Streaming/Downloaded Video	42	\$0.34	\$5,734
Sound Equipment <sup>3</sup>	53	\$111.65	\$1,871,899
Rental and Repair of TV/Radio/Sound Equipment	59	\$3.42	\$57,263
Pets	80	\$355.89	\$5,966,920
Toys and Games	66	\$99.19	\$1,663,069
Recreational Vehicles and Fees <sup>4</sup>	101	\$440.39	\$7,383,573
Sports/Recreation/Exercise Equipment <sup>5</sup>	65	\$140.50	\$2,355,629
Photo Equipment and Supplies <sup>6</sup>	65	\$83.02	\$1,391,891
Reading <sup>7</sup>	61	\$174.88	\$2,931,959
<b>Food</b>	64	\$5,349.95	\$89,697,233
<b>Food at Home</b>	66	\$3,212.72	\$53,864,525
Bakery and Cereal Products	67	\$449.08	\$7,529,211
Meat, Poultry, Fish, and Eggs	67	\$817.36	\$13,703,883
Dairy Products	66	\$370.34	\$6,209,098
Fruit and Vegetables	60	\$500.67	\$8,394,263
Snacks and Other Food at Home <sup>8</sup>	67	\$1,075.28	\$18,028,070
<b>Food Away from Home</b>	62	\$2,137.22	\$35,832,708
Alcoholic Beverages	53	\$314.26	\$5,268,938
Nonalcoholic Beverages at Home	70	\$308.74	\$5,176,253



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	41	\$410.88	\$6,888,891
Vehicle Loans	76	\$4,402.57	\$73,813,526
<b>Health</b>			
Nonprescription Drugs	79	\$89.38	\$1,498,582
Prescription Drugs	80	\$452.20	\$7,581,526
Eyeglasses and Contact Lenses	72	\$55.26	\$926,493
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	56	\$5,168.09	\$86,648,178
Maintenance and Remodeling Services	55	\$1,141.05	\$19,130,867
Maintenance and Remodeling Materials <sup>10</sup>	86	\$357.62	\$5,995,930
Utilities, Fuel, and Public Services	70	\$3,208.54	\$53,794,409
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	59	\$82.72	\$1,386,963
Furniture	53	\$349.70	\$5,863,152
Floor Coverings	58	\$56.41	\$945,846
Major Appliances <sup>12</sup>	71	\$213.21	\$3,574,674
Housewares <sup>13</sup>	54	\$51.65	\$865,891
Small Appliances	68	\$23.84	\$399,769
Luggage	46	\$4.61	\$77,350
Telephones and Accessories	50	\$21.52	\$360,864
<b>Household Operations</b>			
Child Care	51	\$211.26	\$3,542,021
Lawn and Garden <sup>14</sup>	71	\$302.17	\$5,066,153
Moving/Storage/Freight Express	56	\$29.29	\$491,030
Housekeeping Supplies <sup>15</sup>	69	\$528.81	\$8,866,051
<b>Insurance</b>			
Owners and Renters Insurance	75	\$366.79	\$6,149,519
Vehicle Insurance	67	\$942.73	\$15,805,886
Life/Other Insurance	72	\$413.65	\$6,935,331
Health Insurance	73	\$1,479.55	\$24,806,169
Personal Care Products <sup>16</sup>	63	\$274.71	\$4,605,780
School Books and Supplies <sup>17</sup>	54	\$63.74	\$1,068,686
Smoking Products	82	\$368.87	\$6,184,414
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	71	\$3,677.47	\$61,656,460
Gasoline and Motor Oil	76	\$1,909.95	\$32,022,208
Vehicle Maintenance and Repairs	65	\$649.14	\$10,883,525
<b>Travel</b>			
Airline Fares	47	\$197.41	\$3,309,797
Lodging on Trips	58	\$248.33	\$4,163,466
Auto/Truck/Van Rental on Trips	45	\$17.52	\$293,748
Food and Drink on Trips	59	\$275.61	\$4,620,823

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.